

Addiction Action Committee

Meeting Minutes

July 8, 2019

4:00pm-6:00pm EST

DHSS Herman Holloway Chapel

I. Welcome and Introductions

- Brought to order at 1610
- AAC member introduction
- 4/29/2019 minutes approved

II. Data Update

- Tim Hulings and Rebecca Walker presented on DMI Initiative – 2018 Annual Report
 - Improve information sharing and data analysis between law enforcement and public health agencies
 - Develop a mechanism for gathering, analyzing and sharing actionable information with forensic science, public health, and law enforcement
 - Leverage resources to establish sustainable infrastructure for information sharing
- Dr. Rattay shared information on the following
 - Epidemiological Report – Drug Overdose Mortality Surveillance Report
 - My Healthy Community - Web Page is LIVE! My Healthy Community provides community-level statistics and data that can be used to understand and explore health and related factors that influence health. Our health and the environment in which we live are inherently connected. Together, communities can use data to inform place-based approaches, support and facilitate data-informed discussions that describe and define population health priorities, and leverage data to transform communities by educating them about their community's health and the environment in which they live.

III. Legislation Update – *updates in Italics*

- SB32: Patient Brokering introduced by Senator Darius Brown, passed senate April 18, *signed by Governor 8/14/2019*
 - Prohibits patient brokering referring people to treatment facilities and may get a kickback (more common out of state)
- SB71: Pharma Bill introduced April 18 awaiting consideration in Committee, *passed 6/30/2019, returned to Senate*
 - Protects consumers from paying high prices for prescription drugs by ensuring competition in marketplace
- *SB101: Fentanyl Analogues introduced 5/15/19, signed by the governor 7/17/2019*
 - *Close the gap and provide clarity to Title 16, consistent with federal law*
 - *addressing ever-changing structural modifications being made in the illicit manufacture of Fentanyl*
 - *Aimed to curb the manufacture and distribution of illicit Fentanyl analogues and has no impact on the legal manufacture of Fentanyl for medical use.*

- SB37-Expanding Expungement, sponsored by Senator Darius Brown and Representative Sean Lynn, *signed by Governor 6/30/2019*
 - Part of Criminal Justice Reform package of bills
 - To occur May 15th

V. Grant Update – Campaign Initiatives

Katie Capelli presented:

Provider Campaign

- Target Audience: Delaware health care providers
- Objective: Increase provider visits to the HelpsHereDe website by informing them of the resources available
- Tactics: Events with branded materials, packaged social media content, member newsletters, bylined articles
- Timeframe: Starting in July
- RX Awareness Campaign
 - Target Audience: Delaware residents, ages 25-54 who have taken opioids at least once for medical or nonmedical (recreational) use
 - Objective: To bring awareness that opioids can be addictive and dangerous and point persons to the HelpsHereDE website for resources
 - Tactics: Traditional and digital media (radio, billboards, bus kings, social media)
 - Timeframe: August 2019
- Naloxone Campaign
 - Target Audience: All Delawareans, ages 18+
 - Objective: To educate individuals on the use and benefits of naloxone in order to prevent overdose deaths
 - Tactics: Traditional media and Digital Media (Print ads, radio, social media)
 - Timeframe: August 2019
- Reduce Stigma Substance Use Disorder Campaign
 - Target Audience: All Delawareans, ages 18+
 - Objective: Increase awareness of the resources that exist for – and break the stigma around – substance use disorder to connect audience with the help they need
 - Tactics: Traditional and Non-traditional Marketing and Digital Media (Radio, bar and restaurant coasters and bathroom stall ads, posters, and social media)
 - Timeframe: Tentatively September/October (funding dependent)
- Redesign HelpsHereDE Website
 - Partner with DSAMH to redesign Prevention, Treatment, and Recovery Sections of the HelpsHereDE Website
 - Staging Link will be finalized by August 31st
 - Improved website live in September
 - Site visits: January-June 2019 25K+

VI. Behavioral Health Consortium Update

- Next meeting is scheduled for August 5th 1-3pm at Buena Vista
- Will be focusing on committee restructuring
- National LT. Governor Association will be on site July 16-19th.

VII. Subject Matter Workgroups

A. Criminal Justice – No update

B. Access to Treatment – No update

C. Safe Prescribing – John Goodill

Numbers and data shows success of efforts

- The CSR CMEs to go live by the end of the second week in July
- Academic detailing – Provider Education initiated
 - 40 sites have completed at least 1 module in academic detailing
 - DPR and Vendor have both received praise from providers on the lessons learned
 - The most commonly engaged module was regulations and the PMP
 - Variability in use of treatment agreements / informed consents

D. Pain Management – Sandra Gibney

- Circulating feedback and close to finalizing the Non-Opioid Pain Management Toolkit, which will be launched on the HelpIsHereDe website.
- A pilot project is underway to look at what would be the increase in cost of coverage for acupuncture and massage therapy for chronic low back pain under Medicaid and state employee benefits. We will have information to move forward with the next steps in September.

VIII. General Discussion

- No public comments
- Terry Horton - 8/22 annual addiction symposium focusing on Engagement

IX. Next Comment

- Mid-October meeting

X. Close Meeting

- Adjourn 5:43pm